

ABSTRACT OF THE DISCLOSURE

Disclosed herein is a method and system for multimedia viewership surveying of an end-user's set-top-box (STB). The multimedia information may be received from at least one satellite via a satellite receiver. The satellite receiver may convey the multimedia information to a service provider location. At the service provider location, a content server may receive a request for transmission of multimedia information. The request may be validated to determine whether the request is authorized. The method may also include monitoring channel requests, and channel viewing times. The method may also include recording and/or logging the channel requests and information associated with the requested program in a user log. The user log may be evaluated to facilitate targeted marketing of end-user subscribers based upon demonstrated television viewing habits.